

Message Text

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PAGE 01 BREMEN 00223 101338Z
ACTION EB-08

INFO OCT-01 EUR-12 IO-14 ISO-00 AGRE-00 CIAE-00
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INFO AMEMBASSY BONN
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USMISSION GENEVA
AMCONSUL HAMBURG

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STATE PASS AGRICULTURE ELECTRONICALLY
BRUSSELS ALSO FOR USEEC
GENEVA FOR MTN

E.O. 11652: N/A
TAGS: ETRD, EAGR, EEC, GW
SUBJECT: GOVERNOR HUNT OF NORTH CAROLINA DISCUSSED U.S.
TOBACCO EXPORTS WITH GERMAN INDUSTRY

REF: (A) 77 BREMEN A-05; (B) STATE 10743; (C) BRUSSELS 161;
(D) LONDON 1706

1. NORTH CAROLINA GOVERNOR JAMES B. HUNT, JR., DISCUSSED
MARKETING OF US TOBACCO WITH LEADING REPRESENTATIVES OF
GERMAN TOBACCO MANUFACTURING INDUSTRY AT A CONFERENCE HOSTED
BY CONSUL GENERAL CHARLES KISELYAK IN HAMBURG ON APRIL 5, 1978.
CHANGES IN GERMAN TOBACCO MARKET WERE REVIEWED, ESPECIALLY WITH
VIEW TO GROWING CONSUMER PREFERENCE FOR LOW TAR/LOW NICOTINE
PRODUCTS, AS WELL AS PROBLEMS CONCERNING COST, QUALITY AND
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AVAILABILITY OF EXPORT GRADES OF US TOBACCO. WITH RESPECT
TO LATTER PROBLEMS, GOVERNOR HUNT DESCRIBED CORRECTION ACTION
BEING TAKEN IN US, WHICH GERMAN TOBACCO REPRESENTATIVES
CONSIDER AS ONLY FIRST STEP IN RIGHT DIRECTION.

2. GOVERNOR HUNT EXPRESSED SPECIAL CONCERN ABOUT (A)
CURRENT AND PROSPECTIVE TARIFF TREATMENT OF LEAF TOBACCO

BY THE EUROPEAN COMMUNITY (REFS A THROUGH D), PLACING AMERICAN TOBACCO AT COMPETITIVE DISADVANTAGE, AND (B) EC CIGARETTE TAX HARMONIZATION WHICH, THROUGH THE INCORPORATION OF A HIGH AD VALOREM TAX, WILL MILITATE AGAINST THE USE OF HIGH-PRICED AMERICAN TOBACCO. DURING DISCUSSION, REFERENCE WAS MADE TO A POSSIBLE EXISTENCE OF A COMMITMENT BY THE EC TO CONSULT WITH THE USG BEFORE IMPLEMENTING FURTHER STAGES OF THE EC TOBACCO TAX HARMONIZATION. GOVERNOR HUNT INDICATED THAT HE INTENDS TO CONTACT THE SPECIAL TRADE REPRESENTATIVE AND USDA TO EXPLORE ACTIONS WHICH CAN HELP SOLVE THESE PROBLEMS.

3. AIRGRAM FOLLOWS. SCHIFFMAN

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